

Dear Leonie,

A short letter to introduce Parallel Studio, and to put a specific proposal in front of you as The Cape Town EDITION comes together.

Parallel Studio is a discovery platform for African luxury design, built to be hosted inside a hotel. The premise is straightforward. The next Thebe Magugu is working in a studio in Cape Town, Johannesburg, Lagos, or Nairobi right now. What he doesn't have is what Magugu had when LVMH found him: a room with international traffic, editorial attention, and the credibility of a brand-safe platform. Parallel Studio is that room, run as a rotating six-week residency inside a Marriott luxury property, curated to bring one African designer at a time into direct contact with the international audience already staying in the hotel.

Marriott already runs cultural programming of this kind at property level. St. Regis has hosted artist residencies. Ritz-Carlton has partnered with European luxury houses on capsule collaborations. EDITION properties lean into design and cultural relevance as core brand DNA. Parallel Studio is the African implementation. Same category of program, built for the continent's most credible design talent, at the moment that talent is ready for international discovery but doesn't yet have distribution.

The Cape Town EDITION opens into a market that has the designers, has the audience, and does not yet have a hotel using either. First mover on this format defines the category on the continent. The commercial structure is something I'd prefer to work through in conversation rather than propose on paper.

I'd welcome fifteen minutes whenever your diary settles.

Best,

Jason Coelho

